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(54) **System and method for reducing the cost of electricity consumption in a display device**

(57) A method and system for reducing the cost of electricity consumption in a display device by controlling the illuminance of at least one light source of said display device with respect to the electricity consumption rate information for different time periods is described. The said system comprises; a power consumption status detector for generating the usage status information for the usage time of the display device by detecting the power consumption information for the usage time of said display device; an illuminance controller for controlling the illuminance of at least one light source of said display device with respect to the usage status information, **characterized in that**; said power consumption information contains electricity consumption rate information for different time periods. The said method comprises the steps of; detecting the usage time of the display device; detecting the power consumption information for the usage time of said display device; generating the usage status information with respect to said power consumption information; controlling the illuminance of at least one light source of said display device with respect to said usage status information, **characterized in that**; said power consumption information contains electricity consumption rate information for different time periods.

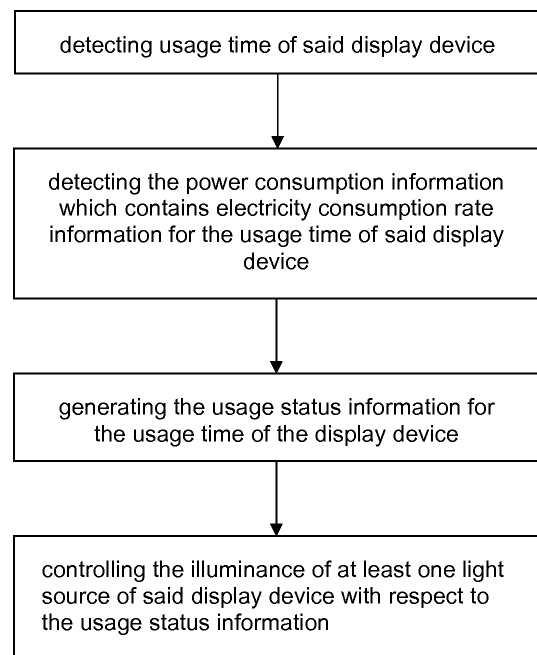


Figure - 4

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EUROPEAN SEARCH REPORT

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Place of search The Hague		Date of completion of the search 6 January 2010	Examiner Pichon, Jean-Michel
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EUROPEAN SEARCH REPORT

Application Number
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<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document</p>			

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**ANNEX TO THE EUROPEAN SEARCH REPORT
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This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
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